NOAA Google Software Licensing: Frequently Asked Questions

**National Oceanic and Atmospheric Administration (NOAA)
Google Working Group**

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Frequently Asked Questions

NOAA Google Software Licensing Purchase

What is the NOAA Google Working Group?

The NOAA Google Working Group has been established by the NOAA Enterprise GIS Committee to administer the NOAA-wide Google agreement. The mission of the working group is as follows:
- to coordinate distribution of the Google licenses within NOAA
- to develop a NOAA-wide baseline of Google product use, as well as requirements for future use
- to educate and inform NOAA data providers
- to provide input to future Google product agreements

What products are covered under the NOAA-wide Google purchase?

The NOAA-wide Google purchase encompasses the following products:

- Google Earth Enterprise Client (Enterprise edition of Google Earth Pro)
- Google Maps for Enterprise (Enterprise edition of Google Maps API)

Google Earth Pro and the Google Maps application programming interface (API) are the most commonly purchased and utilized Google products within the National Oceanic and Atmospheric Administration (NOAA). Because of this demand, NOAA has moved toward an enterprise model for procurement of these products and anticipates significant cost savings to NOAA through this procurement.

This purchase *excludes* Google Earth Server and Google Earth Fusion products at this time. If you are interested in implementing Google Earth Server and Google Earth Fusion products, please contact Jason.Marshall@noaa.gov and your line office representative to collaborate on developing a business case for these products.

What is the time period of the NOAA-wide Google purchase agreement?

The NOAA-wide purchase referred to in this document is for fiscal year 2008. During this period, the NOAA Google Working Group will gather requirements and baseline usage statistics so that a more comprehensive purchase may be negotiated with Google for subsequent procurements.

The current procurement was intended to meet the current usage demand for Google products through fiscal year 2008. These usage statistics will be used to quantify the number of licenses NOAA maintains.

Who can participate in the Google purchase?

The current purchase authorizes licensing of the Google Earth Enterprise Client on machines within the *noaa.gov* domain-name space. Google Maps for Enterprise requires a "key" for any requests to the Google Maps API. Requests using this key must originate from a server within the *noaa.gov*, *mpa.gov*, or *weather.gov* domain-name spaces.

Is there a cost associated with participating in the NOAA-wide Google purchase during fiscal year 2008?

No. The cost of the fiscal year 2008 NOAA-wide Google purchase has been absorbed by the NOAA Office of the Chief Information Officer (OCIO) and NOAA line office OCIOs. At present there are no plans to apportion costs among users for participation during the period covered by this purchase.

Throughout fiscal year 2008 the NOAA Google Working Group will develop a plan for how this kind of purchase can be maintained into future fiscal years.

How do I get the software?

Each line office in NOAA has different procedures and processes for deploying software. Because of these differences, different deployment strategies may be implemented within each line office. Please contact your NOAA Google Working Group line office representative for details on how to acquire the software within your particular line office.

The NOAA line office representatives are working with your information technology (IT) managers and help desk system administrators to deploy the software. Information on how this deployment is being handled can be found at www.nites.noaa.gov/bpa/display.asp?bpaID=14.

Who are the NOAA line office representatives?

NESDIS	*Sharon.Mesick@noaa.gov*	(228) 688-2256
NMFS	*Tim.Haverland@noaa.gov*	(301) 713-2328, ext. 210
NOS	*Kimberly.Owens@noaa.gov*	(843) 202-2623
NWS	*Keith.Stellman@noaa.gov*	(817) 978-1300
OAR	*Nancy.N.Soreide@noaa.gov*	(206) 526-6728
OMAO	*Tom.Stepka@noaa.gov*	(301) 713-7678
Staff Offices	*Heather.Gilbert@noaa.gov*	(301) 713-3310, ext. 148

Google Earth Enterprise Client

What is the Google Earth Enterprise Client?

The Google Earth Enterprise Client is the software licensed for use at NOAA and is the functional equivalent of the commercial Google Earth Pro software.

Please contact your NOAA line office representative to obtain this license.

When should I use the Google Earth Enterprise Client?

If you plan on using Google Earth for viewing, manipulating, or publishing data as part of your job, this is considered "business use." In this case, you must use the Google Earth Enterprise Client. Some examples of business vs. nonbusiness use are listed below.

Business use:

1. I want to use Google Earth to locate NOAA observation sites.
2. I want to use Google Earth as a situational awareness system in our operations area.
3. I want to use Google Earth to validate KML data I've published using third-party tools.

Nonbusiness use:

4. I want to use Google Earth to map a route from my house to my son's soccer game. The NOAA Google Working Group recommends that for nonbusiness uses such as these, NOAA staff members use other on-line mapping applications such as Microsoft Live, Yahoo Maps, and Google Maps.

Do I need to do anything if I am already using Google Earth Pro?

Yes. Existing licenses of Google Earth Pro that expire during fiscal year 2008 will be migrated to a license seat under this purchase. This will synchronize all licenses for Google Earth to the same procurement schedule and license structure.

Information on how this deployment is being handled can be found at www.nites.noaa.gov/bpa/display.asp?bpaID=14.

I've already acquired Google Earth Pro and my license will expire in fiscal year 2008. What should I do?

> The NOAA Google Working Group recommends replacing existing Google Earth Pro licenses that have 2007 expiration dates with the Google Earth Enterprise Client provided by this purchase agreement. The Google Earth Enterprise Client licenses provided by this purchase agreement with Google will all be due for renewal at the same time at the end of fiscal year 2008.

> If your license expires after fiscal year 2008, contact your NOAA line office representative for additional information.

Is Google Earth Enterprise Client available for Linux or Mac users?

> No. At this time Google Earth Enterprise Client only works under the Windows operating system. However, Google is in the process of developing a Linux-based version of Google Earth Enterprise Client and has granted NOAA permission to use any *beta* versions of Google Earth Enterprise Client or Google Earth consumer client for Linux until support for a Linux-based Enterprise Client is available from Google.

> At this time, there are no plans to develop Google Earth for the Mac operating system. However, the Virtual Desktop environment may be an alternative option for Mac users to leverage Google Earth products.

> Contact your NOAA line office representative for more information.

How will upgrades be managed for the Google Earth Enterprise Client under this purchase agreement?

> Google will notify NOAA when software upgrades become available. Users may also receive notices when they use the software that updates are available. NOAA may store upgrades and make them available through download or through software update tools for Windows. Contact your system administrator for additional information on applying upgrades to your system within your office's environment.

How do I get Google Earth Enterprise Client?

> Detailed installation information will be distributed to the line office system administrator through your NOAA line office representative. Instructions on how to get and install the Google Earth Enterprise Client will be provided by these system administrators.

Additionally, the NOAA Google Working Group is coordinating with NOAA IT managers to develop a strategy for deployment that is consistent with the Federal Desktop Core Configuration (FDCC) mandated by the Office of Management and Budget (due to be completed in February 2008).

Information on how this deployment is being handled can be found at www.nites.noaa.gov/bpa/display.asp?bpaID=14.

Google Maps for Enterprise

What is Google Maps for Enterprise?

Google Maps for Enterprise is an on-line Google service that provides a JavaScript application programming interface (API) for developers to display geospatial data within Google Maps. The API provides a number of utilities for manipulating maps and adding content to create map applications.

Additional information on the Google Maps for Enterprise can be found at www.google.com/enterprise/maps/.

What is the Google Maps API?

The Google Maps application programming interface (API) lets you embed Google Maps in your webpages using JavaScript. The API provides a number of utilities for manipulating maps (just like on the http://maps.google.com webpage) and adding content to the map through a variety of services, allowing you to create robust map applications on your website.

To use the Google Maps API, you will need to obtain a key to embed in your Web mapping application. A key for use on NOAA sites is available from the NOAA GIS Committee website at http://gis.noaa.gov and the NITES website at www.nites.noaa.gov/bpa/display.asp?bpaID=14.

Additional information on the Google Maps API can be found at www.google.com/apis/maps/.

Do I need to do anything if I am using Google Maps?

No. If you use the website http://maps.google.com to create maps of existing content and do not seek to publish data or embed a map into a NOAA Web application, you may continue use of http://maps.google.com as you have been.

Do I need to do anything if I am already using the publicly available Google Maps API with NOAA websites?

Yes. This will require you to convert the key you are using for your existing site to one provided under this purchase with Google.

Information on how the Google Maps API keys are being distributed can be found at www.nites.noaa.gov/bpa/display.asp?bpaID=14.

May I continue to use the "free" Google Maps API (*www.google.com/apis/maps/*)?

Yes, for testing and quality assurance purposes only. Google permits NOAA developers to register for and use the "free" Google Maps API only for internal development and testing.

For live production and operations, NOAA will use the Google Maps Enterprise Client license and key. Please contact your NOAA line office representative for more information.

For additional questions on this issue, please contact your NOAA line office representative or see the information on acquiring the keys at www.nites.noaa.gov/bpa/display.asp?bpaID=14.

Should I use the Google Maps for Enterprise key provided by this purchase for all development and production applications?

No. Google recommends developers do testing and quality assurance of applications using the public Google Maps API development process (see www.google.com/apis/maps/signup.html). Using the Google Maps for Enterprise key for testing purposes will subtract from allowable "transactions" (or "hits") to the Google servers. Because this resource is limited, it is recommended that all in-house developers register for and use the "free" Google Maps API for all development and testing purposes. When these applications are ready for operational use, contact your line office representative for details on acquiring the Google Maps for Enterprise key.

Where can I go for more information or to ask additional questions?

The NOAA GIS Committee supports the NOAA GIS Community website (http://gis.noaa.gov) and has provided forums and information for the community. Please refer to the NOAA GIS Community site for updated information and to participate in the discussions regarding Google products.

Google offers a public discussion group for general questions about using Google products.

Google Maps API: http://groups.google.com/group/Google-Maps-API

Google Earth Community: http://bbs.keyhole.com/ubb/ubbthreads.php/Cat/0

Additional questions regarding deployment and use of the Google products within NOAA can be posted into the Google Forums on the NOAA GIS Community website at http://gis.noaa.gov.